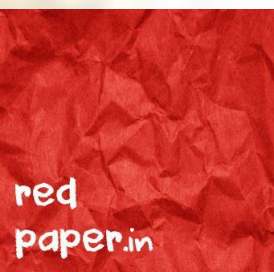


RedPaper **L**eadership **P**rogramme

A Creative Revolution



Who we are?



COMPANY

Redpaper.in is aimed at becoming India's biggest creative revolution. Harnessing the creative abilities of the students and nurturing them to unleash the shapeless individuality and imagination is what we want to achieve



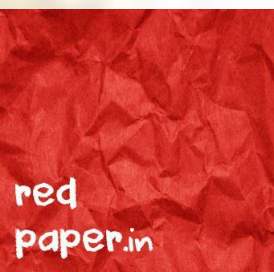
PEOPLE

We're a bunch of graduates from ISB and IIMs deciding to follow our dreams to encourage the unconventional yet powerful force in the education space.



JOURNEY

What started as a journey to challenge the conventional education system soon got reinforcement from renowned bloggers, authors and media houses. Our growth till now is a mere indicator how the educators across the country appreciate the idea of holistic growth for their students



What we offer



Weekly Interactive sessions with alumni from ISB & IIM



Exposure of content to the world through our website and social media



Case study exercises and discussions



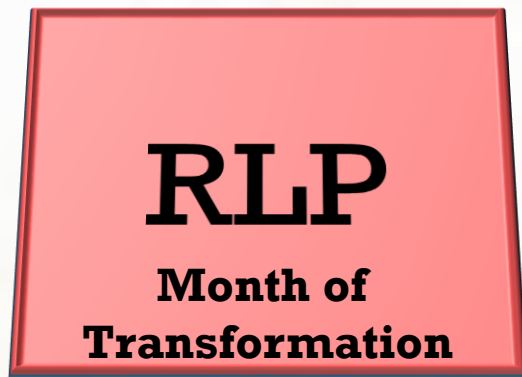
Real life marketing opportunity



Creative sessions by authors & bloggers



Opportunity to present in front of industry specialists at the end of the programme



Roles we extend



Sales and Marketing

- ✓ Expertise in sales (B2B and B2C), guided by experienced professionals from reputed B-Schools
- ✓ Marketing training- - Spanning from research to leveraging the conventional/digital marketing channels
- ✓ Mentorship sessions from the marketing gurus



Content Writing

- ✓ Opportunity to write engaging and fresh articles from scratch
- ✓ Training to write articles pertaining to a specific target segment, for a holistic creative writing development
- ✓ Writing SEO optimized articles
- ✓ Mentorship sessions from published authors



Tech and Design

- ✓ Opportunity to work not only as a developer but a complete product manager
- ✓ Take greater responsibility and take quick decisions by being a mini-CEO of a web product
- ✓ Mentorship sessions by leading product managers and web developers

What do our interns gain?

Since we are a creative platform plus a start-up, interns will get to wear multiple thinking hats and work not only in their vertical but interact and learn from their peers across every department. There is no rigidity, we just respect the natural talent!

The Selection Drill

To judge not only academic ability, but the overall personality of the students, in order to nurture them to be the future leaders!

